

Fact Sheet

Sweden



Welcome



Where is Sweden?

Sweden is in Northern Europe and lies west of the Baltic Sea and Gulf of Bothnia. It borders Norway, Denmark and Finland.



Time difference

South Africa is one hour ahead of Sweden.



Population

Sweden has a population of about 9.7-million people; a significant number are over the age of 60.



Language

Swedish.



Economy

Sweden's economy is based on timber, hydropower and iron ore. Telecommunications, the automotive industry and the pharmaceutical industry are secondary industries.

Sweden is one of the richest countries in the world and has one of the lowest Gini coefficients.



Trade statistics on Swedish travellers in South Africa

A majority of Swedish travellers visit South Africa for holidays, with business travel being the next most common, and the fastest-growing, purpose of visit.

Sweden is among the top 10 long-haul travel markets for South Africa in terms of the number of arrivals. However, it ranks lower than other European countries.

The spend per trip of travellers from Sweden to South Africa is comparable to spend by travellers from the UK and Germany.



Manners

Swedes put a premium on punctuality.

When toasting it is polite to look into the person's eyes and say, 'Skål' (Skohl).

English is commonly used in business. Use titles and surnames until you are invited to use first names.

Most Swedes will answer their phone by saying either their first or last name or both.



How to make a Swedish person's day

Arrange for them to explore South Africa's scenic beauty and wildlife/game parks.

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